

Actions Required:

I VIC Production

STATUS: ~~OK~~ Tony Tokai expects to be able to produce approx.

200 U.S. VICs daily beginning March 9. He can go to (Total —) a 6 day^{work} week if desired.

Delaying factors: RF Modulator - contracted for in U.S. to be added to the box in Japan. There may be some problem w. commercially available mods. ACTION: test mod. + insure they will be available. Package - packaging will not be completed by the Japan shipping date so units will be shipped in styrofoam shells, probably in shipping boxes containing 4 boxes each. Bill Parbs is completing a package design. Originally we were planning to use a box but ~~the~~ the prospect of "boxing" VICs in the U.S. has caused us to switch to a "sleeve" design for easier U.S. pkg. ACTION: staging area for VICs pkg.

Distribution: I recommend we send 1 VIC to each dealer and the rest to Computerland. We can explain that this is an ~~non~~ non FCC approved but... etc.

User Manual, Warranty Card, promotional Literature (including subscription offer to "VIC" magazine) — will be printed

ACTION: Complete W. Card, get JT/Blum. ~~Recommend sending manual, and other lit in envelope w. ea. VIC sold. Manuals will be printed by Mar. 10.~~ cost approx. \$1.00 - \$1.50

Conventions:

May NCC

- booth with 6 TV sets/monitors. I have given Marge Gillette suggestion

- VIC Kids - Wayne Owens from Greatⁱⁿ Chicago will provide 5 "VIC Kids" to man our NCC booth 4-7. We will have "VIC Kids" blazers made. They will give us sizes.

ACTION: 3 17 or 19 in monitors - booth 3 13 in TVs
3 13 inch monitors - booth Softw. & demos
1 13 in TV ~~monitor~~ - engin. S.C.

w. free running demos.



17-19 in. large monitors look great from viewing distance.
13 in. for mon. for close up use.

NIRIL HAN FAIR:

engls + myself.
ACTION: Arrange for me to go to
germ 2 dys early to help set up booth,
take TV sets, demo tape + Vics.

ACCESSORIES:

Tape Cassettes: 60-70% ratio planned.

Manuals? Same instruction

3K Mem. Expander: 3000 okay

Super Expander: 3000

Progr. Aid Cartridge: 2500

Progr. Cartridges: 4000 ea

Joysticks — none (poss. glitch) (? games + inf.)

Game Paddles — none

SOFTWARE

Revel Kit

Progs.

Solve

Cur. Projects:

Duane — term. emul. + modem proj. full time

Radol — proposals, all weak

Braun — poss. good stuff.

Mike Piley — poss Othello

Chess — 2-3 months

BRIAN RADOL Pwr. connector loose

SPACE PROBLEM: Fink wants demo room.

✓

10 invitations in dept. head's mailbox
 [Dept. head's mailbox]

(416) 967-3330

Product — cost \$ _____ CBM
 Comperature — \$ _____
 TIME MAG — \$ _____
 4 small handouts — \$ _____

Copy →

\$

2hrs - separ.

- Fliers - Monday - 15000 = \$4500
- ① ^{#10} Competitive Brochure + ~~10K~~ Handout Show = \$4000
- ① CBM TIME Brochure ~~10K~~ 8 1/2 10K 50K
- ② 4 small brochures 10K ea →
- ③ 30000 fliers
 2800 Insert letters
 10 - LAW

Today 1000 invitations
 More tomorrow.

⊕

Frank - do we have the list.

[PHILADELPHIANS]

8 1/2 x 11

[PRODUCT]

3000
~~4~~
 9000
 2000
 11000

4000
 handout
 15000

1000
 500 - 1000

~~2500~~
~~1500~~
~~2000~~

2500

Find software

Review as a publishing Gp.

- ① Review tech. manuals
- ② Review any literature
- ③

TECH REVIEW

What belongs in a publishing

Technical Manual - user
Brochures - software

Commodore is in the process of
developing a publishing group.

Applics. Software written by creators →
• We produce → We redo manual.

Rewrite user manual - tech writer

2

A friendly how-to guide
~~to the a friendly personal computer~~
for first time computerists
~~hobbyists and~~ and programmers alike.

A friendly how-to guide
~~for the VIC-20 Personal Computer.~~
for the first time computer owner

1)

A friendly how-to guide
~~for first time computerists~~

EPROM > new kernel ROM + source
EPROM listings
on disk

product
unit power supply

~~sketch of kernel~~

manual

programmers ref guide

1st QTR new F. Year
but will have to chg cur run rates.

Writing contract.

Need opening 2 paras.

Benefits of progr.

1. *Quite*
any no. terms
up to 25-30

Why makes sense.

we feel Best in industr
ad disct. terms incentives
Technically adv. MICRO. Co. in
wld. 1st time coming to

U.S.
Want high quality dlr network
Opening para.

g.m.

1st thing.

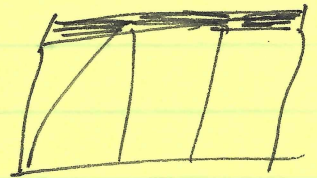
FOB Jap. Bill March 3
Delivery 6-7K units

ROM Modul. / DL Pwr / FCC Extension

① Agreement

• 10,000

• 50,000



② Several

12-13 December

8032 - Apple - 702580

③ P.O.'s

25% X

50K color brochure $8\frac{1}{2} \times 11 = \$3,000$ for 50K
8016. offset: 1 week's time \$

C.E.S.

① Booth

② Press Event Fri

③ Distrib

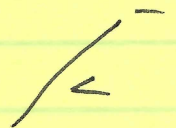
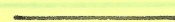
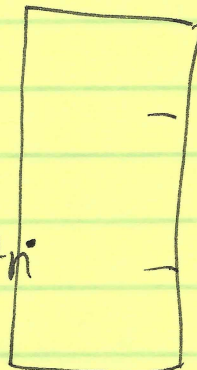
④ At front one of public.

⑤ Combining CES booth

Prod by Feb

few'00

What applic.



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